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ABSTRACT

This publication outlines the complete community networking process: planning, developing partnerships, funding, marketing, content, public access, and evaluation, and discusses the variety of roles that the local public library can play in this process. Chapter One, "The Importance of Community Networking," describes the importance of community networking: the National Information Infrastructure and telecommunications policy; community networking goals; and the history of community networking. Chapter Two, "Why Libraries Should Participate," discusses reasons why libraries should participate: community networking services; new possibilities; the synergy between libraries and community networks; next steps; and community networking organizations. Chapter Three, "Planning the Community Network," deals with planning the community network: setting a direction; forming a steering committee; citizens and consumers; format, content, and audience; ten rules of community network success; community assessment; and developing a business plan. Chapter Four, "Developing Community Partnerships," covers developing community partnerships: collaboration; strategies for successful partnerships; choosing your partners; library partnerships; and local government online. Chapter Five, "Managing a Community Network," discusses managing a community network: administration; volunteer management; and volunteer management information online. Chapter Six, "Funding Issues," deals with the following funding issues: costs; funding options; grant writing; grant information online; and fund-raising information online. Chapter Seven, "Marketing and Public Relations," discusses marketing process and public relations. Chapter Eight, "Developing Local Online Information," focuses on: delivering local content; building relationships with United Way Agencies; information and referral (I&R); I&R on the Internet; and cataloging community information. Chapter Nine, "Public Access, Training, and Technical Support," covers: public access profiles; delivering training, support, and technical assistance; and public access policies. Chapter Ten, "Evaluation and Sustainability," focuses on the importance of evaluation. Each chapter includes a list of recommended readings. An appendix contains information on 70 online resources. Includes an index. (Contains 54 references.) (DLS)